

Abstract

A method and apparatus is disclosed for permitting an online user to buy merchandise over the Internet from multiple vendor sites, after a single entry of their credit card information. In a preferred embodiment, the present invention includes an online impulse marketing system including a plurality of customer and merchant servers/computers. A customer computer is programmed to provide a user with access to a computer network for the purpose of contacting a plurality of online merchant sites for the purpose of purchasing merchandise. The merchant computer is programmed to: store product information and order processing software in the form of hypertext transfer protocol (HTTP) pages for use by requesting customer computers; process requests for merchandise; request an impulse sale offer from a second merchant; display the offer; process the customer's response; and then automatically transmit the customer's credit card information to the second merchant, if necessary.